

CITY OF DURHAM, NC

2014 Disparity Study

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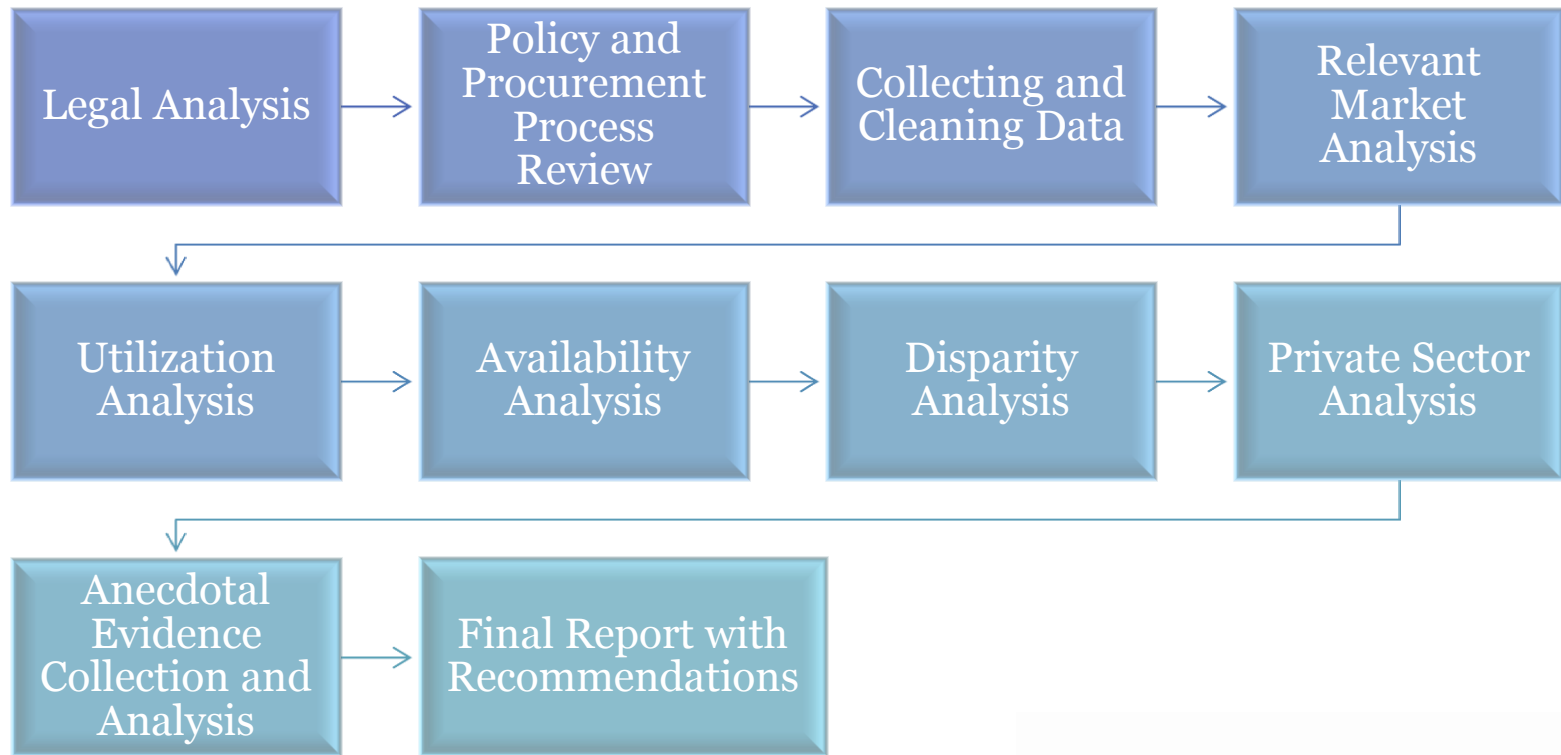


STUDY TEAM

- **Dr. Gregory Price, Senior Economist**
- **Ken Weeden & Assoc., Anecdotal Interviews**
- **Gaither & Co, Data Entry Supervision**
- **Oppenheim Research, Inc., Telephone Survey**
- **Monarch Services, Data Entry**



TECHNICAL APPROACH



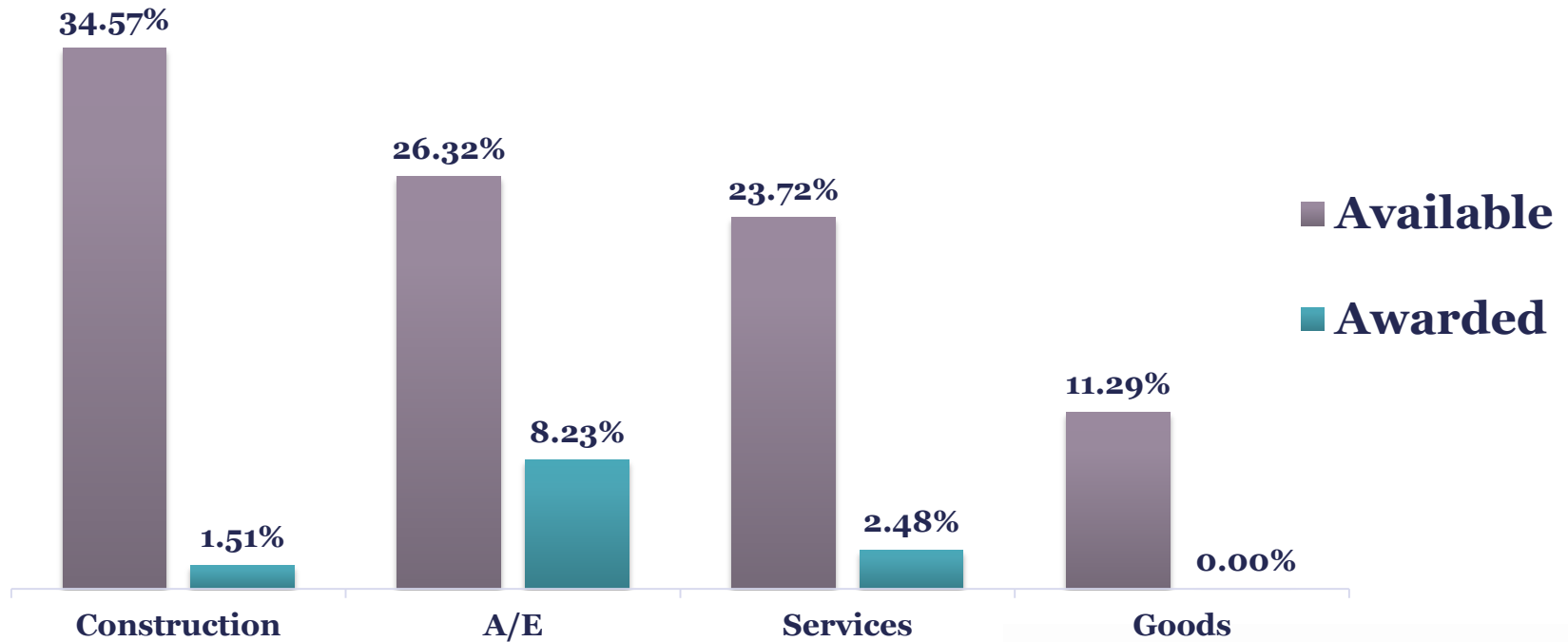
UNDERUTILIZATION IN PRIME CONTRACTING

	Construction	A/E	Services	Goods
Black American	●	●	●	●
Asian American	●	●	●	●
Hispanic American	●	●	●	●
American Indian	●	●	●	●
White Female	●	●	●	●

UNDERUTILIZATION IN SUBCONTRACTING

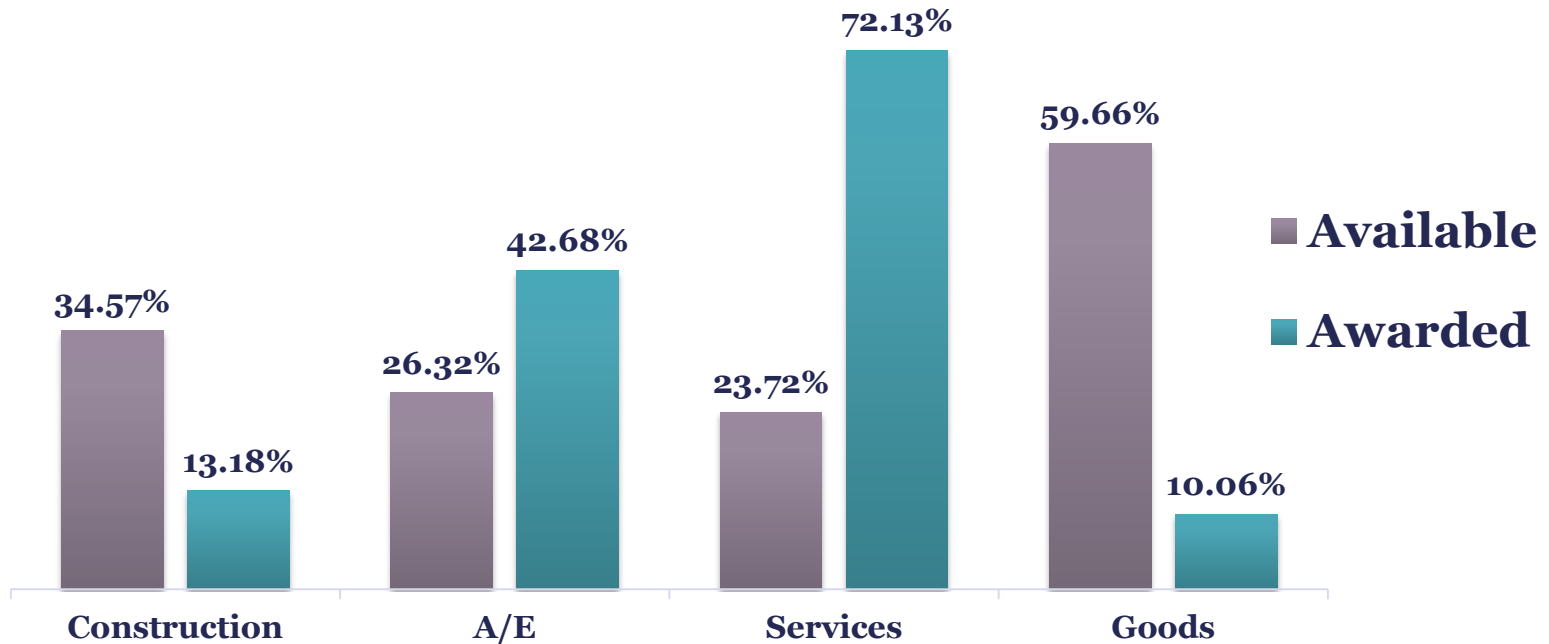
	Construction	A/E	Services	Goods
Black American	●			
Asian American	●	●	●	●
Hispanic American	●	●	●	●
American Indian	●	●	●	●
White Female	●			●

MINORITY AND WOMEN OWNED BUSINESS AVAILABILITY VS. AWARDS (PRIME)



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MINORITY AND WOMEN OWNED BUSINESS AVAILABILITY VS. AWARDS (SUB)



REGRESSION ANALYSIS

M/WBE FIRMS

are **MORE LIKELY** to need start-up and expansion financing and are **LESS LIKELY** to utilize bank loans, home equity, and venture capital

And

DISPARITIES can reasonably be explained by race, ethnicity and gender as a factor in their exclusion from private markets



ANECDOTAL EVIDENCE

PUBLIC HEARING

CASE STUDY

INDIVIDUAL INTERVIEWS

PURCHASING PRACTICES REVIEW

EMAIL COMMENTS

TELEPHONE SURVEY

- ✓ **Good old Boy Network**
- ✓ **Needs to be more focus on helping firms go from sub to prime**
- ✓ **Projects are too large, could break them down**
- ✓ **MWBE do not win without programs**
- ✓ **WBE fraud is a major problem**



- Commercial Anti-Discrimination Rules

PROGRAM

OPPORTUNITY

- Joint Ventures/Teams
- Contract Sizing
- Mentor-Protégé Program
- Bonding Assistance

RECOMMENDATIONS

OUTREACH

MONITORING

- Performance Reviews
- Debriefings
- Balance Scorecard
- More Resources

- Asian American, American Indian, and Hispanic American goals and outreach
- MWBE Website Features
- Contractor Training





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